

THOMAS HONGSLO-CHIEF OF POLICE



12500 WEST 87TH STREET PARKWAY
LENEXA, KANSAS 66215
OFFICE-913-477-7300
FAX-913-888-8690

MuckRock Open Records Request Ring (PD2019-185)

Caroline Haskins
MuckRock

In response to your questions below you will find attached the agreement and additional documents we have with Ring. In addition, I will answer the following questions and would encourage you to give me a call if you have any additional questions.

The City does have access to the Ring Web Portal. This portal allows police personnel the opportunity to send messages to those that have subscribed to the Ring service. We can use the portal to alert of crime in the area and ask for assistance from our residents to potentially solve crimes more efficiently and effectively. It also allows messaging to request video from citizens who subscribe to the Neighbors application who may have captured footage of a particular incident. The subscriber may then choose to voluntarily upload their video through either the Ring portal or our Axon Citizen application.

We have no direct access to pull or watch video from anyone's private Ring or other security system unless they share/upload the video to us. If a resident chooses to share their video with us it is then placed into our digital evidence management system.

The partnership with Ring further supports our Community Video Partnership program which we have had in place for several years. We have included information on that program as well. As I stated earlier, I would be more than happy to have a conversation with you to discuss any additional questions you may have.

I would refer you to Ring directly for training documentation as we received training in a webinar format.

Sincerely,

A handwritten signature in black ink that reads "Dawn M. Layman".

Dawn Layman
Deputy Chief of Police

To Whom It May Concern: Pursuant to the The Kansas Open Records Act, I hereby request the following records: Public reports state that this police department has partnered with Ring, Amazon's home security company. (<https://blog.ring.com/2019/08/28/working-together-for-safer-neighborhoods-introducing-the-neighbors-active-law-enforcement-map/>) These partnerships involve an exchange: Law enforcement gets access to Ring's "Law Enforcement Neighborhoods Portal." The Law Enforcement Neighborhood Portal is a way that police can request Ring camera footage from people that use Neighbors, Ring has a "neighborhood watch" app. Therefore, I hereby request the following records: 1) All instructional materials, presentations and presentation materials (including recorded video and audio, PowerPoint files, prepared remarks, and slides formats), and other guidance on the use of Ring devices and/or the Neighbors app. This includes A) any notes taken during meetings that discussed the use of Ring devices and/or the Neighbors app, B) any explanations (whether internally or externally generated) of how Ring devices and/or the Neighbors app work, and C) any other document that has been used to help explain the use of Ring devices and/or the Neighbors app to any party, including internal documentation, public relations materials, and executive summaries. 2) A copy of any privacy impact assessments, use policies, standard operating procedures, data retention policies, legal opinions, warranties, non-disclosure agreements, contracts, liability waivers, insurance agreements, Requests for Proposals, Responses to Requests for Proposal, Memorandums of Understanding, Letters of Interest, usage policies, or informal agreements between the police department and Ring. 3) A copy of any funding opportunity announcements, grant applications and grantor status/progress reports, reports to legislative bodies, annual reports that mention Ring or the Neighbors app, as well as audit records, including but not limited to security audits of the software, misuse reports, and reports to oversight bodies. 4) Any digital communications including but not limited to emails and text messages) as well as documents, (including but not limited to PDF, word processing, excel, and slide documents) that mention Ring or the Neighbors app. 5) Any digital communications (including but not limited to emails and text messages) with Ring representatives. Please try to include any other miscellaneous documents that facilitate this police department's relationship with Ring that don't neatly fall neatly into the above categories. The requested documents will be made available to the general public, and this request is not being made for commercial purposes. It will be used in the course of reporting for Motherboard, VICE's science and technology website (www.motherboard.vice.com). The requested documents will be made available to the general public, and this request is not being made for commercial purposes. In the event that there are fees, I would be grateful if you would inform me of the total charges in advance of fulfilling my request. I would prefer the request filled electronically, by e-mail attachment if available or CD-ROM if not. Thank you in advance for your anticipated cooperation in this matter. I look forward to receiving your response to this request within 3 business days, as the statute requires. Sincerely, Caroline Haskins Upload documents directly:

https://accounts.muckrock.com/accounts/login/?next=https%3A%2F%2Fwww.muckrock.com%2Faccounts%2Flogin%2F%3Fnext%3D%252Faccounts%252Fagency_login%252Fpolice-10926%252Flenexa-ring-81054%252F%253F&url_auth_token=AAAzcUZYoThlcil-1DTBbhkbA98%3A1iHZsr%3AMiWVrQORYQnAYkxEnZZWrwDdz-0

Dawn Layman

Subject: FW: Neighbors App by Ring
Attachments: News Release - Neighbors app by Ring.pdf; Reference Sheet Lenexa.pdf

From: Dawn Layman
Sent: Wednesday, February 6, 2019 8:17 AM
To: Police Dept - All Personnel <PoliceDept-AllPersonnel@lenexa.com>
Subject: Neighbors App by Ring

All

We are adding another tool to our arsenal to engage and exchange information with our community. I have forwarded the news release to review. In the next couple of days we will have handouts that we would like to combine without Community Video Partnership to further engage our community.

The PD will have access to a portal to communicate directly with those that have downloaded the Neighbors App or who have Ring products. The community can share video with us through the portal. However, as we move forward if there is a specific crime you are working and the RP has a Ring video of the crime/activity we would want to provide them with the Citizen link from Axon to upload directly into Evidence.com. We will share more info on this process in the next several days.

For every 20 people that download the Neighbors app the PD will get one Ring Camera to redistribute to the community. If you do sign up I would encourage you to use the PD address as you will get notifications of activity within the city. I previously downloaded the app as I have a Ring door bell and have been able to access videos leading to potential suspects in a couple of our cases.

Please let us know if you have any questions.

From: Danny Chavez <dchavez@lenexa.com>
Sent: Wednesday, February 6, 2019 8:00 AM
Subject: News Release - Neighbors App by Ring

The Lenexa Police Department is one of several local police agencies announcing today as the first in Kansas to join the Neighbors app by Ring in order to provide our community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Thomas Hongslo, Lenexa Chief of Police, said "the Neighbors app by Ring will be a great asset in our mission to prevent, reduce and solve crimes in Lenexa, and enhance our existing Community Video Partnership Program and accessibility of information through our social media platforms"

Jamie Siminoff, Chief Inventor and Founder of Ring, said: "Over the past few years we have learned that, when neighbors, the Ring team and law enforcement all work together, we can create safer communities. We're excited to have Lenexa Police join Neighbors and applaud their leadership in utilizing this free and effective tool to engage residents with up-to-date local crime and safety information while maintaining neighbor privacy first and foremost."

How It Works

- Download the Neighbors app on iOS and Android here: download.ring.com/lenexa or by texting 'lenexaks' to 555888 from your smartphone.
- Opt-in to join your neighborhood.
- Customize the geographic area you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a live feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring's home security devices.
- Work with your community to make neighborhoods safer.

About Neighbors

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app (iOS/Android), join your neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. Download Neighbors (iOS/Android) today to join your digital neighborhood watch. For more information visit www.ring.com/neighbors.

About Ring

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities. Ring is an Amazon company. The Ring [product line](#), along with [Neighbors](#) by Ring, enable Ring to offer affordable, whole-home and neighborhood security devices and services. In fact, one Los Angeles neighborhood saw a [55 percent](#) decrease in home break-ins after Ring Doorbells were installed on just ten percent of homes. For more information, visit www.ring.com. With Ring, you're always home.

Danny Chavez

Master Police Officer
City of Lenexa | Police Department
Public Relations Officer
913.825.8040

lenexapdpio@lenexa.com | www.lenexa.com





Date of Release: February 6, 2019
Time of Release: 8:00 a.m.
Type of Release: Neighbors app by Ring

Information:

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Questions should be directed to MPO Danny Chavez at 913-477-7737, or lenexapdpio@lenexa.com.

Prepared by: MPO Danny Chavez
Public Information Officer

###

Neighbors App by Ring + Local Law Enforcement

Reactive Q&A

- **What is the partnership benefit?**
 - The Neighbors app lets you easily share and communicate with your neighbors about crime and safety so you have real-time, local crime data at your fingertips. The Neighbors app facilitates communication between neighbors, which is a crucial element of crime prevention.
- **How is Neighbors different from other social media platforms / apps?**
 - Neighbors is about crime and safety only.
 - Residents must verify location before they can post or comment and all users post & comment anonymously (like a tipline).
 - Neighbors partners with local law enforcement so they can see what residents are sharing, engage the public and provide residents with hyper-local crime and safety updates in real-time.
- **Does this give law enforcement access to user data, cameras or live-feeds?**
 - This does not grant law enforcement access to cameras, live-feeds or user data.
 - Law enforcement can view the publicly available content in the Neighbors app and request content from Neighbors in a certain area and time range where an incident may have occurred.
 - Police do not have a way to contact users outside of the app, which keeps identities hidden.
- **Why is law enforcement participation on the app useful?**
 - Neighbors enables [agency] to:
 - Share important crime and safety updates with local communities in real-time.
 - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.
- **Do you need a Ring device to use Neighbors?**
 - No. Anyone with a smartphone can download Neighbors and use it to share and receive local crime and safety alerts.
- **Can only Ring videos be shared on Neighbors?**
 - Videos from any device, not just Ring, can be shared to Neighbors. All videos, images, and text which can be stored on a smartphone can be posted to Neighbors.
- **What are the costs associated for residents and/or departments who wish to join Neighbors?**
 - The Neighbors app is offered completely free to both residents and law enforcement as a part of Ring's mission to reduce crime in neighborhoods.
- **How many agencies have partnered with the Neighbors App?**
 - Dozens of agencies across the nation have joined the Neighbors App and are currently using it to engage with their communities.
- **How does Ring and [AGENCY] protect against profiling on the Neighbors App?**
 - If a user sees incorrect or inappropriate content in the Neighbors app, they are encouraged to flag it in the app for the Ring team to review.
 - The Ring team proactively moderates content posted to the Neighbors app to ensure all posts are in accordance with their Community Guidelines.



November 29, 2018

Ring wants to help reduce crime and increase safety in Lenexa, KS.

Ring is excited to propose a solution to Lenexa Police Department to help reduce crime and assist with investigations in your community.

Program Description

This program will provide Lenexa Police Department access to the Ring Neighborhoods platform to communicate with Ring Neighbors and encourage community engagement as we work together to make Lenexa neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Lenexa Police Department may:
 - Utilize the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.
- In addition, Lenexa Police Department and Ring may work together to offer subsidized Ring cameras to select parts of Lenexa.

Responsibilities

Ring

- Make the Ring App available to Lenexa residents free of charge.
- Donate Ring cameras to Lenexa Police Department or area of Lenexa based on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of 7 Ring Video Doorbell 2's.
- Make the Ring Neighborhoods portal available to Lenexa Police Department, free of charge, including support and training for Lenexa Police Department employees.
- As appropriate, subsidize the purchase of Ring cameras by Lenexa residents as part of a formal subsidy program.

Lenexa Police Department

- Engage the Lenexa community with outreach efforts on the platform to encourage adoption of the platform/app.
- Choose how the free Ring cameras should be distributed. There are two options.



- Cameras will be donated directly to Lenexa Police Department. Lenexa Police Department will in turn distribute these cameras to the community as part of its outreach programs.
- Ring will directly distribute these cameras to the local community, with input from Lenexa Police Department.
- Maintain appropriate access controls for Lenexa Police Department personnel to use the Ring Neighborhood Police portal.
- Have the option, but not obligation, to participate in a subsidized camera program.

Term

Lenexa Police Department's participation in the program shall commence upon Lenexa Police Department's acceptance of these program terms. Either party may terminate Lenexa Police Department's participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to Lenexa Police Department around 1/1/19.

Press Release

The parties shall agree to a joint press release to be mutually agreed upon by the parties.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Lenexa Police Department without the prior consent of the owner or a properly issued subpoena or search warrant, as applicable. Lenexa Police Department agrees not to use the Ring Neighborhoods Police Portal other than as expressly authorized by Ring and other than in connection with bona fide Lenexa Police Department work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Ring app and Neighborhoods Police Portal.

Compensation


At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, Lenexa Police Department shall keep the terms of this program confidential.

RING LLC

Date: December 18, 2018

By:  DocuSigned by:

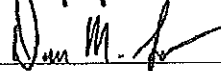
0E0A3DB85C7B452...

Name: Melvin Tang

Title: VP

Lenexa Police Department
Program Sponsor

Date: 12/4/18

By: 

Name: DAWN M. LAYMAN

Title: DEPUTY CHIEF



Date of Release: February 6, 2019
Time of Release: 8:00 a.m.
Type of Release: Neighbors app by Ring

Information:

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Jamie Siminoff, Chief Inventor and Founder of Ring, said: "Over the past few years we have learned that, when neighbors, the Ring team and law enforcement all work together, we can create safer communities. We're excited to have Lenexa Police join Neighbors and applaud their leadership in utilizing this free and effective tool to engage residents with up-to-date local crime and safety information while maintaining neighbor privacy first and foremost."

How It Works

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About Neighbors

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Questions should be directed to MPO Danny Chavez at 913-477-7737, or lenexapdio@lenexa.com.

Prepared by: MPO Danny Chavez
Public Information Officer

###

Recommended Camera System Specifications for Live Feed Program

- Full Coverage of all public right of ways and private parking areas provided by the business.
- A minimum camera resolution of 640 X 480 pixels, 1280 X 960 pixels is preferred.
- Digital (network based) cameras are preferred or the ability to connect analog cameras to network.
- Ability to provide VPN access through firewall to the cameras for connectivity to the Lenexa Police Department Video System.
- Internet service with a minimum of 5Mbps upload speed, 10Mbps is preferred.
- Cameras can support either MPEG or H.264 formats.
- Cameras should have low light capability, auto iris, and auto focus.
- Lenexa PD is currently utilizing Genetec Security Center as our video management system. If you use this system or any of the Genetec VMSS there is the possibility of federating your selected video feeds directly to the Lenexa PD system.

For questions about the Live Feed

Program, specifications, or assistance with design/placement of video security systems, please contact Video and Security Systems Administrator Justin Craig at (913)825-8083 or videopartner@lenexa.com.

Other contacts:

Justin Craig

lcraig@lenexa.com

Major Dawn Layman

dlayman@lenexa.com

Lenexa Police Department

Crime Prevention Office
12500 West 87th Street Parkway
Lenexa, Kansas 66215
Phone: 913-477-7245
Fax: 913-888-8690

Community Video Partnership Program



*"Working in Partnership to
Protect and Serve the Community
with Honor, Integrity, and
Professionalism"*

Crime Prevention Office

12500 West 87th Street Parkway
Lenexa, Kansas 66215

Office: 913-477-7245
Fax: 913-888-8690

www.lenexapd.org

What is it?

In keeping with the City of Lenexa Police Department's Mission Statement of "Working in Partnership to Protect and Serve the Community with Honor, Integrity and Professionalism" we have created the City of Lenexa Community Video Partnership (CVP) program.

The CVP is a partnership between the police department and participating residents and/or business owners who have video recording devices on their properties that capture public areas and wish to share video with the Police Department, should it capture something of investigative significance.

How does the program work?

Property owners who register a security camera would only be contacted by the Lenexa Police Department if a criminal incident takes place in the vicinity of that camera. Police personnel may ask camera owners to review or provide recorded footage related to the date and time of an incident. The police could use the information gathered to apprehend and prosecute the criminals involved.

Registration is simple and only takes a few minutes to complete.

How do I register my camera(s)?

Protect your family, your business and our community by registering to be part of the Community Video Partnership program.

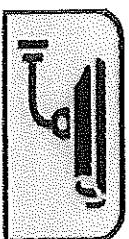
On the registration form, you'll be asked to provide contact information as well as basic information about the location, direction and recording quality of your cameras. Once you've submitted the registration form, a member of the Lenexa Police Department will follow up for confirmation. There is no fee to register, and your information will be kept confidential. You can unsubscribe from the program at any time.

The Lenexa Police Department will provide small Community Video Partnership "window cling" signs for partners who want to place them on home or business windows to help deter criminal activity.

*Registration forms may be obtained by visiting the City's website at <http://lenexa.com/police/communityvideo.html> and clicking on the "Registration Form Online" link in the middle of the page.



Lenexa Police
Department



COMMUNITY VIDEO
PARTNER

What about privacy and security concerns?

The program is not intended for active monitoring or checking on what citizens are up to in their neighborhoods. Information provided by our partners will be housed in a secure database. The Lenexa Police Department will have no direct access to any private video systems through the Community Video Partnership program and must ask the owner to view or make a copy of any footage. The police may request footage containing, or related to, criminal activity for use as evidence during any stage of a criminal proceeding.

Did You Know?

The Lenexa Police Department offers several other services such as business/residential security surveys, workplace violence prevention strategies, security video surveys and many more. Please visit our website to learn more: <http://www.lenexa.com/police/>.

About the Live Feed Partnership Program

The Lenexa Police Department is also seeking partners to join a separate program that allows our partners to 'push' video camera feeds of public areas to the police department.

The Live Feed Partnership can provide crucial information in the event of a dangerous emergency, such as an active shooter. Please contact us at videopartner@lenexa.com for more information.

Neighbors App by Ring + Local Law Enforcement

Initial Partnership Announcement

Key Talking Points

- The [AGENCY] is excited to join the Neighbors app by Ring as a new way to provide real-time crime and safety information to our community.
- Ring launched the Neighbors app in May of 2018 as a free way for community members and local law enforcement to share real-time local crime and safety information whether or not they own a Ring device.
- The Neighbors app network has millions of users across the nation and has already been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.
- **[CITY] residents can text 'CODE' to 555888 from their smartphone and instantly the Neighbors app for free on iOS and Android.**
- Once downloaded, residents can join their digital neighborhood and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive regional safety alerts from their neighbors, local law enforcement and the Ring team - all in real time.
- **Through partnering with Neighbors by Ring, [AGENCY] will be able to:**
 - Send alerts to Neighbors about local crime and safety incidents in the area in real-time.
 - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
 - Work together with the local community to build trust and make neighborhoods safer.
- **Like other social media sharing platforms, our participation on the Neighbors app is not meant to replace 911.** If residents see a crime occur they are encouraged to immediately report the incident through official department channels.
- **All tips shared via Neighbors are anonymous unless residents choose to identify themselves,** as anonymous tips are an important tactic already used to solve crimes.
- **This does not grant law enforcement access to cameras or user data.** Law enforcement can only view content posted by users to the Neighbors app or that they have decided to share with us directly in response to a specific request.
- **You do not need to own a Ring device or any other home security system in order to download and use the Neighbors app.** Local residents are encouraged to download the free Neighbors app in order to keep up with real-time crime and safety updates and participate in the digital neighborhood watch straight from their smartphones.

Dawn Layman

Subject: Updated invitation: Lenexa PD / Ring Neighbors Remote Onboarding @ Mon Feb 4, 2019 9am - 10am (PST) (dlayman@lenexa.com)
Location: <https://ring.zoom.us/j/404328775>
Start: Mon 2/4/2019 11:00 AM
End: Mon 2/4/2019 12:00 PM
Show Time As: Tentative
Recurrence: (none)
Organizer: sami.tahari@ring.com

This event has been changed.

[more details »](#)

Lenexa PD / Ring Neighbors Remote Onboarding

When Mon Feb 4, 2019 9am – 10am Pacific Time - Los Angeles

Where **Changed:** <https://ring.zoom.us/j/404328775> ([map](#))

Calendar dlayman@lenexa.com

Who

- sami.tahari@ring.com - organizer
- dlayman@lenexa.com
- kyle.demmin@ring.com
- morgan.culbertson@ring.com

Sami Tahari is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://ring.zoom.us/j/404328775>

One tap mobile

+16699006833,,404328775# US (San Jose)

+16468769923,,404328775# US (New York)

Dial by your location

+1 669 900 6833 US (San Jose)

+1 646 876 9923 US (New York)

+1 877 853 5257 US Toll-free

+1 855 880 1246 US Toll-free

Meeting ID: 404 328 775

Find your local number: <https://zoom.us/u/ads7wvanDj>

Going (dlayman@lenexa.com)? **Yes - Maybe - No** [more options »](#)

Invitation from [Google Calendar](#)

You are receiving this courtesy email at the account dlayman@lenexa.com because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at <https://www.google.com/calendar/> and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to modify your RSVP response. [Learn More](#).

Dawn Layman

Subject: FW: PR Launch: Kansas Depts Joining Neighbors by Ring

From: Dawn Layman
Sent: Friday, February 1, 2019 3:47 PM
To: Wade Borchers <wborchers@lenexa.com>; Danny Chavez <dchavez@lenexa.com>
Subject: RE: PR Launch: Kansas Depts Joining Neighbors by Ring

We are pretty much good to go on our release. I think we are fine with that. We can always send out a little after if need be...etc.

From: Wade Borchers <wborchers@lenexa.com>
Sent: Friday, February 1, 2019 3:41 PM
To: Dawn Layman <dlayman@lenexa.com>; Danny Chavez <dchavez@lenexa.com>
Subject: Fwd: PR Launch: Kansas Depts Joining Neighbors by Ring

Any objections for 0800?

Begin forwarded message:

From: Morgan Culbertson <morgan.culbertson@ring.com>
Date: February 1, 2019 at 3:24:04 PM CST
To: Wade Borchers <wborchers@lenexa.com>
Cc: "JBaker@CI.Shawnee.KS.US" <JBaker@ci.shawnee.ks.us>, Grant Allen <GEAllen@olatheks.org>, Anthony Modestine <anthony.modestine@ring.com>, Media <media@ring.com>, "Morgan@ring.com" <Morgan@ring.com>, "sami.tahari@ring.com" <sami.tahari@ring.com>
Subject: Re: PR Launch: Kansas Depts Joining Neighbors by Ring
Reply-To: Morgan@ring.com

Great! Thanks all for chiming in and confirming Wednesday the 6th for press release distribution.

Shall we say 8am CST as target time to share with your lists? Feel free to suggest another if its not per your best practices :)

I'll be on the lookout for updated versions Monday and until then, have great weekends! *cough**go rams**cough*

Best,

Morgan

Morgan Culbertson, Public Relations Coordinator - Neighbors

Morgan@ring.com
m: 805.822.9694

ABC Action News: Tampa Police credits app for helping catch serial porch pirate
CBS Miami: New Technology-Based Security System Replacing Neighborhood Crime Watch
FOX 11: Green Bay Police partners with new app for "digital neighborhood watch"
KENS5: 'Neighbors' app helps curb community crime

On Fri, Feb 1, 2019 at 12:31 PM Wade Borchers <wborchers@lenexa.com> wrote:

Lenexa, too.

From: JBaker@CI.Shawnee.KS.US <JBaker@CI.Shawnee.KS.US>
Sent: Friday, February 1, 2019 1:52 PM
To: Grant Allen <GEAllen@OLATHEKS.ORG>
Cc: Anthony Modestine <anthony.modestine@ring.com>; Media <media@ring.com>;
Morgan@ring.com; Morgan Culbertson <morgan.culbertson@ring.com>; sami.tahari@ring.com; Wade
Borchers <wborchers@lenexa.com>
Subject: Re: PR Launch: Kansas Depts Joining Neighbors by Ring

Shawnee is good for Wednesday kick off so three of our departments can benefit from it.

Jim Baker | Captain / Investigations Bureau Commander | Shawnee Police Department
5850 Renner Road, Shawnee, KS 66217 | 📞: 913.742.6881 |
Serving our Community with Purpose and Care

From: Grant Allen <GEAllen@OLATHEKS.ORG>
To: Morgan Culbertson <morgan.culbertson@ring.com>
Cc: "Morgan@ring.com" <Morgan@ring.com>, "wborchers@lenexa.com" <wborchers@lenexa.com>, "JBaker@ci.shawnee.ks.us" <JBaker@ci.shawnee.ks.us>, "sami.tahari@ring.com" <sami.tahari@ring.com>, Media <media@ring.com>, Anthony Modestine <anthony.modestine@ring.com>
Date: 02/01/2019 12:14 PM
Subject: Re: PR Launch: Kansas Depts Joining Neighbors by Ring

Olathe is good with that.

Grant Allen, *Police Major*

(913) 971-7702 | OlatheKS.org

Police | *Investigations Division* | City of Olathe, Kansas

"Serving, protecting, and working with our community in a professional manner to prevent, reduce, and solve crime"

Sent from my iPhone

On Feb 1, 2019, at 11:47, Morgan Culbertson <morgan.culbertson@ring.com> wrote:

Hi All,

Following up on this to see if we're ok announcing via this strategy next Wednesday instead of Monday.

Realizing It's a bit of a tight turnaround for some agencies that have just been brought up to speed and a few others that are being trained on portal today and Monday that would otherwise be able to participate in collaborative announcement.

Please confirm if that works for you!

Morgan

--

Morgan Culbertson,
Public Relations Coordinator - Neighbors

Morgan@ring.com

m: [805.822.9694](tel:805.822.9694)

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Jan 31, 2019, at 4:47 PM, Morgan Culbertson <morgan.culbertson@ring.com> wrote:

Thanks Major Allen!

Hi All -- Working on a revised template release for the coordinated announcement on Monday. Ill send over later this evening for you to update with your respective Dept. info, quote from your Chief and any other edits you'd want to incorporate in your Department's final version.

Current plan (as I understand it) will be to have each Department send out their custom version of the release at a set time to their respective media distribution lists and with posts up on their social media. Let me know if any of that doesnt jive with your understanding of the game plan.

In the meantime, Ive attached some sample talking points and our reactive Q+A in case you

want to start putting a quote together to run it up the chain if needed.

Morgan Culbertson, Public Relations Coordinator - Neighbors

Morgan@ring.com
m: 805.822.9694

ABC Action News: [Tampa Police credits app for helping catch serial porch pirate](#)

CBS Miami: [New Technology-Based Security System Replacing Neighborhood Crime Watch](#)

FOX 11: [Green Bay Police partners with new app for "digital neighborhood watch"](#)

KENS5: ['Neighbors' app helps curb community crime](#)

On Thu, Jan 31, 2019 at 4:23 PM Grant Allen <GEAllen@olatheks.org> wrote:
Test email for our agencies and Ring representatives. This way Morgan can send attachments.

Grant Allen, **Police Major**
(913) 971-7702 | OlatheKS.org
Police | ***Investigations Division*** | City of Olathe, Kansas

"Serving, protecting, and working with our community in a professional manner to prevent, reduce, and solve crime"

Sent from my iPhone
<Sample Talking Points_INTERNAL USE ONLY.dotx>
<Reactive Q&A_INTERNAL copy.docx>

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Dawn Layman

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Thursday, January 10, 2019 1:21 PM
To: Dawn Layman
Cc: Sami Tahari
Subject: Intro to Sami (Lenexa Police Department)
Attachments: Lenexa PD MOU final.pdf

Dawn, Great news! The MOU agreement is fully signed. Attached are the documents for your records.

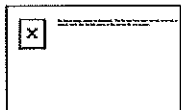
I've copied your new Account Manager, Sami. Next step would be to set up a 1-hour webinar with you and all the key stakeholders for your Portal Onboarding. The Portal Onboarding is train-the-trainer style so we only require the following people to join:

1. Partnership Coordinator - Dawn Layman
2. Press/Media Coordinator - typically the PIO who will coordinate the initial partnership announcement and ongoing PR.
3. Social Media Coordinator - person(s) in the department who manages comments on Facebook, Twitter, NextDoor, etc (if different from #2)
4. Investigative Coordinator - your resident expert when the department wants to send a video request. This person will be trained on best practices for ensuring the maximum participation and sharing of video.
5. Community Relations Coordinator - the individual who oversees the team that interfaces with the community at events, HOA meetings, Neighborhood Watch meetings, etc.

Involvement by each of these groups is essential for active community participation (specifically on video requests) and the overall long-term success of the partnership.

Lastly, please ensure you have access to a computer so we can screen share the Portal with you.

Best,
Phillip Dienstag



1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
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LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)



November 29, 2018

Ring wants to help reduce crime and increase safety in Lenexa, KS.

Ring is excited to propose a solution to Lenexa Police Department to help reduce crime and assist with investigations in your community.

Program Description

This program will provide Lenexa Police Department access to the Ring Neighborhoods platform to communicate with Ring Neighbors and encourage community engagement as we work together to make Lenexa neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Lenexa Police Department may:
 - Utilize the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.
- In addition, Lenexa Police Department and Ring may work together to offer subsidized Ring cameras to select parts of Lenexa.

Responsibilities

Ring

- Make the Ring App available to Lenexa residents free of charge.
- Donate Ring cameras to Lenexa Police Department or area of Lenexa based on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of 7 Ring Video Doorbell 2's.
- Make the Ring Neighborhoods portal available to Lenexa Police Department, free of charge, including support and training for Lenexa Police Department employees.
- As appropriate, subsidize the purchase of Ring cameras by Lenexa residents as part of a formal subsidy program.

Lenexa Police Department

- Engage the Lenexa community with outreach efforts on the platform to encourage adoption of the platform/app.
- Choose how the free Ring cameras should be distributed. There are two options.



- Cameras will be donated directly to Lenexa Police Department. Lenexa Police Department will in turn distribute these cameras to the community as part of its outreach programs.
- Ring will directly distribute these cameras to the local community, with input from Lenexa Police Department.
- Maintain appropriate access controls for Lenexa Police Department personnel to use the Ring Neighborhood Police portal.
- Have the option, but not obligation, to participate in a subsidized camera program.

Term

Lenexa Police Department's participation in the program shall commence upon Lenexa Police Department's acceptance of these program terms. Either party may terminate Lenexa Police Department's participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to Lenexa Police Department around 1/1/19.

Press Release

The parties shall agree to a joint press release to be mutually agreed upon by the parties.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Lenexa Police Department without the prior consent of the owner or a properly issued subpoena or search warrant, as applicable. Lenexa Police Department agrees not to use the Ring Neighborhoods Police Portal other than as expressly authorized by Ring and other than in connection with bona fide Lenexa Police Department work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Ring app and Neighborhoods Police Portal.

Compensation

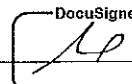
At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, Lenexa Police Department shall keep the terms of this program confidential.

RING LLC

Date: December 18, 2018

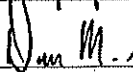
By: 
0E0A3DBB5C7B452...

Name: Melvin Tang

Title: VP

Lenexa Police Department
Program Sponsor

Date: 12/4/18

By: 

Name: DAWN M. LAYMAN

Title: DEPUTY CHIEF

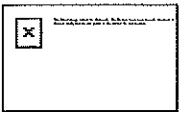
Dawn Layman

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Wednesday, December 19, 2018 3:00 PM
To: Dawn Layman
Subject: Re: Ring + Lenexa Police Department

Please don't make an official announcement regarding the partnership until we have our debrief call. I want to ensure that you are given all PR related materials to make an accurate Press Release to your city.

Best,

Phillip Dienstag



1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

On Wed, Dec 19, 2018 at 9:31 AM Phillip Dienstag <pdienstag@ring.com> wrote:

Dawn, I apologize for the slow response. Attached, I have included your fully executed MOU. Next, we will need to schedule a call with your Account Manager, Sami, and talk onboarding logistics and dates. On that call, all PR related materials will be sent to you for the official announcement. I will create an intro email once I speak with Sami and we can start this process.

Best,
Phillip Dienstag

1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

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LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

On Wed, Dec 19, 2018 at 7:16 AM Dawn Layman <dlayman@lenexa.com> wrote:

Phillip

Just checking in to see next steps.

Thank you in advance.

Dawn

Dawn Layman

Deputy Chief of Police

Patrol Division Commander

Lenexa Police Department

dlayman@lenexa.com www.lenexa.com

12500 W. 87th Parkway

Lenexa, KS 66215

Office: 913-825-8042

"Working in partnership to protect and serve the community with honor, integrity and professionalism."

From: Phillip Dienstag <pdienstag@ring.com>

Sent: Sunday, December 9, 2018 4:10 PM

To: Dawn Layman <dlayman@lenexa.com>

Subject: Re: Ring + Lenexa Police Department

Dawn, I hope your weekend is going well. Thank you for the quick turnaround with your MOU. I will send to Ring Legal for countersigning. Once I get a signed MOU, I will return it to you and schedule a call with your Account Manager for onboarding logistics and scheduling.

Best,

Phillip Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

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Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Thu, Dec 6, 2018 at 12:50 PM Dawn Layman <dlayman@lenexa.com> wrote:

Phillip

Please see the signed attached MOU. Please forward me the fully executed copy when complete. We are looking forward to next steps.

Thank you in advance.

Dawn

Dawn Layman

Deputy Chief of Police

Patrol Division Commander

Lenexa Police Department

dlayman@lenexa.com www.lenexa.com

12500 W. 87th Parkway

Lenexa, KS 66215

Office: 913-825-8042

"Working in partnership to protect and serve the community with honor, integrity and professionalism."

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Wednesday, November 28, 2018 4:03 PM
To: Dawn Layman <dlayman@lenexa.com>
Subject: Re: Ring + Lenexa Police Department

Dawn, here is the information:

Join the call: <https://www.uberconference.com/phil534>

Optional dial in number: 720-835-5393

PIN: 89677

Phillip Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Wed, Nov 28, 2018 at 11:53 AM Phillip Dienstag <pdienstag@ring.com> wrote:

Dawn, I just sent a calendar invite with the information. I will send you an invite to uber conference tomorrow at 2p CST. All you have to do is click on the link and join the conference. I will then screen share my laptop and conduct the presentation.

Best,

Phillip Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

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LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Wed, Nov 28, 2018 at 10:06 AM Dawn Layman <dlayman@lenexa.com> wrote:

Phillip

Will you send a calendar appointment with any updated call in information to our meeting tomorrow at 2:00PM CST? Thanks in advance. Dawn

From: Dawn Layman
Sent: Tuesday, November 27, 2018 12:12 PM
To: 'Phillip Dienstag' <pdienstag@ring.com>
Subject: RE: Ring + Lenexa Police Department

No problem. We are actually kicking off a donation program today where citizens who bring in donations will enter for a chance to win a Ring doorbell. See below.

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Tuesday, November 27, 2018 12:08 PM
To: Dawn Layman <dlayman@lenexa.com>
Subject: Re: Ring + Lenexa Police Department

Perfect! Again, sorry... my schedule is all over the place heading into the last month of the quarter.

On Tue, Nov 27, 2018 at 10:03 AM Dawn Layman <dlayman@lenexa.com> wrote:

Would Thursday at 2:00PM central work?

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Tuesday, November 27, 2018 11:58 AM

To: Dawn Layman <dlayman@lenexa.com>
Subject: Re: Ring + Lenexa Police Department

Dawn, I was asked to cover for a colleague in Arizona tomorrow. Can we push to Thursday? Very sorry about this...

On Mon, Nov 26, 2018 at 12:58 PM Phillip Dienstag <pdienstag@ring.com> wrote:

Perfect!

Thank you, Dawn!

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Mon, Nov 26, 2018 at 12:52 PM Dawn Layman <dlayman@lenexa.com> wrote:

Should be 7

From: Phillip Dienstag <pdienstag@ring.com>

Sent: Monday, November 26, 2018 2:47 PM

To: Dawn Layman <dlayman@lenexa.com>

Subject: Re: Ring + Lenexa Police Department

Yes, that's perfectly fine. How many people will be in attendance?

Best,

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

On Mon, Nov 26, 2018 at 12:42 PM Dawn Layman <dlayman@lenexa.com> wrote:

Would 1145 CST work on Wednesday?

From: Phillip Dienstag <pdienstag@ring.com>

Sent: Monday, November 26, 2018 2:18 PM

To: Dawn Layman <dlayman@lenexa.com>

Subject: Re: Ring + Lenexa Police Department

Dawn, what time do you prefer for the webinar?

Best,

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

On Sun, Nov 25, 2018 at 3:25 PM Phillip Dienstag <pdienstag@ring.com> wrote:

Thank you so much, Dawn!

Best,

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

LAPD Crime Study: Ring Partners with LAPD to Reduce Crime in Wilshire Park

Shark Tank: Shark Tank's Biggest Company (password: ring)

LA Times: Ring modernized the doorbell, then went to war against crime

USA Today: Police say crime drops with video doorbell

On Sun, Nov 25, 2018 at 3:13 PM Dawn Layman <dlayman@lenexa.com> wrote:

That will work.

Dawn Layman

Deputy Chief

Lenexa Police Department

913-825-8042

Sent from my iPhone

On Nov 25, 2018, at 5:00 PM, Phillip Dienstag <pdienstag@ring.com> wrote:

All flights are now cancelled until Tuesday night. I am going to head back to LAX and conduct a webinar with your team on Wednesday if that's alright with you.

On Sun, Nov 25, 2018 at 5:17 PM Dawn Layman <dlayman@lenexa.com> wrote:

Would 3pm work tomorrow? We can play it be ear depending on your schedule- we are flexible!

Dawn Layman
Deputy Chief
Lenexa Police Department
913-825-8042

Sent from my iPhone

> On Nov 25, 2018, at 4:14 PM, Phillip Dienstag <pdienstag@ring.com> wrote:
>
> the

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--

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

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phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

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--

Phil Dienstag

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--

Phil Dienstag

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Dawn Layman

From: Dawn Layman
Sent: Friday, November 30, 2018 12:55 PM
To: MacKenzie Harvison
Cc: Tom Hongslo
Subject: FW: Screenshot 2018-11-29 at 2.43.20 PM
Attachments: Lenexa Police Department MOU.docx; Neighbors & CAD.pdf

Mackenzie

Please review the attached MOU with Ring. This will be a great community outreach program which affords us another means to interact with the public via the Ring portal.

As far as CAD goes, at this time there are no arrangements to provide CAD data. If and when we would decide to do so it would be scrubbed to the 100 block just as is our daily police blotter.

Thanks
Dawn

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Friday, November 30, 2018 12:06 PM
To: Dawn Layman <dlayman@lenexa.com>
Subject: Re: Screenshot 2018-11-29 at 2.43.20 PM

Dawn, thank you for sending this over. I will let the Neighbors by Ring Alert Team know and get back to you with their response.

Again, I appreciate the time you gave me yesterday and look forward to an excellent partnership between Ring and LPD. Attached, is the MOU for LPD along with a document on CAD.

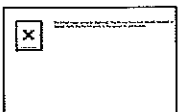
Please advise us as to what the process looks like as to where the MOU will need to go for consideration before receiving a final signature on your end.

City Council meetings, presentations and anything else where the general public or key stakeholders are involved are especially critical for us to know about well in advance so we can provide any materials and support needed to keep things moving.

Have an excellent weekend.

Best,

Phillip Dienstag



1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

On Thu, Nov 29, 2018 at 12:43 PM Dawn Layman <dlayman@lenexa.com> wrote:

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Ring Neighbors

& Computer Aided Dispatch Data

Ring Neighbors partners with local law enforcement agencies to inform their jurisdictions of active crime & safety incidents using their provided real-time CAD data. Our in-house news team monitors every alert that comes through our system and determines if they are relevant crime & safety incidents to send out to impacted neighborhoods.

What we do with CAD Data

After receiving incidents from CAD sources, our Neighbors News team will reformat the alerts and send them to impacted neighborhoods. See the example post to the right.

How we get CAD Data

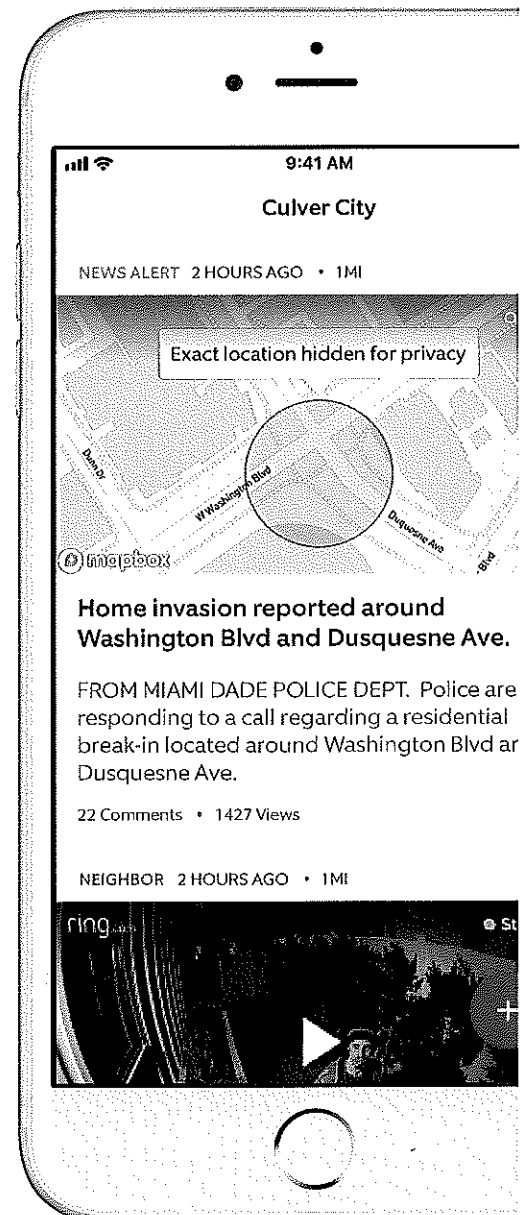
We use an API call, and ingest applicable categories and data points into our content management system, and all incidents will be edited and reviewed before being sent to our users.

The data points we need

- Direct address or lat/long
- Time of incident
- Category
- Description

We post what matters to our Neighbors

- The incident must be timely. If it is more than an hour delayed, it is too old for us to post.
- The incident must be within one of the approved crime or safety categories, otherwise we will not post.
- The incident must have either a direct location, or cross streets in order for us to post. Without a location, we don't know what localized radius to send the alert out to.
- The incident must be useful for the community at large; if it only affects an individual and does not pose as an active threat to others, we will not post.



We only post a small percentage of provided CAD Data.

Categories we cover

Burglary
Vehicle Break-in & Theft
Robbery
Shots Fired

Shootings
Stabbing
Hostage
Arson

Categories we don't cover

General Disturbance
Verbal Disturbance
Suspicious Incident
Suspicious Person
Suspicious Vehicle
Battery
Obscene / Threat Call
Harassing Phone Call
Prostitution (Only)
Rape
Assault
Other Sex Crimes
Threats / Assault
Unknown Trouble
Trespasser
Theft
Petit Theft
Identity Theft
Fugitive from Justice
Impaired / Intoxicated
Missing Mentally Ill
Missing Adult
Recovered Missing Person
Animal Investigation
Noise Complaint
Illegal Dumping
Vandalism
Citizen Assist
School Lockdown
Assist Motorist
Accident (Injuries)
Directed Patrol

Welfare Check
Commercial Alarm
Dead Person
Property Found / Lost
Lost Property
Recovered Property
Criminal Mischief
Park Walk And Talk
Assist Other Agency
Assist Fire Dept.
Man Down
Check Well Being
911 Emergency
Fraud
Illegally Parked Car
Abandoned Vehicle
Domestic Dispute
Drug Investigation
Suicide Or Attempt
Juvenile Complaint
Dispute Impaired / Intoxicated
Water Rescue
Directed Patrol
Civil Matter
Special Detail
Information / Other
Bomb Threat
Hit & Run Crash
Crash Involving Dispute
School Evacuation
Traffic Crash Person Injured
And many more...



November 29, 2018

Ring wants to help reduce crime and increase safety in Lenexa, KS.

Ring is excited to propose a solution to Lenexa Police Department to help reduce crime and assist with investigations in your community.

Program Description

This program will provide Lenexa Police Department access to the Ring Neighborhoods platform to communicate with Ring Neighbors and encourage community engagement as we work together to make Lenexa neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Lenexa Police Department may:
 - Utilize the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.
- In addition, Lenexa Police Department and Ring may work together to offer subsidized Ring cameras to select parts of Lenexa.

Responsibilities

Ring

- Make the Ring App available to Lenexa residents free of charge.
- Donate Ring cameras to Lenexa Police Department or area of Lenexa based on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of 7 Ring Video Doorbell 2's.
- Make the Ring Neighborhoods portal available to Lenexa Police Department, free of charge, including support and training for Lenexa Police Department employees.
- As appropriate, subsidize the purchase of Ring cameras by Lenexa residents as part of a formal subsidy program.

Lenexa Police Department

- Engage the Lenexa community with outreach efforts on the platform to encourage adoption of the platform/app.

- Choose how the free Ring cameras should be distributed. There are two options.
 - Cameras will be donated directly to Lenexa Police Department. Lenexa Police Department will in turn distribute these cameras to the community as part of its outreach programs.
 - Ring will directly distribute these cameras to the local community, with input from Lenexa Police Department.
- Maintain appropriate access controls for Lenexa Police Department personnel to use the Ring Neighborhood Police portal.
- Have the option, but not obligation, to participate in a subsidized camera program.

Term

Lenexa Police Department's participation in the program shall commence upon Lenexa Police Department's acceptance of these program terms. Either party may terminate Lenexa Police Department's participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to Lenexa Police Department around 1/1/19.

Press Release

The parties shall agree to a joint press release to be mutually agreed upon by the parties.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Lenexa Police Department without the prior consent of the owner or a properly issued subpoena or search warrant, as applicable. Lenexa Police Department agrees not to use the Ring Neighborhoods Police Portal other than as expressly authorized by Ring and other than in connection with bona fide Lenexa Police Department work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Ring app and Neighborhoods Police Portal.

Compensation

At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, Lenexa Police Department shall keep the terms of this program confidential.

RING LLC

Date: _____

By: _____

Name: _____

Title: _____

Lenexa Police Department
Program Sponsor

Date: _____

By: _____

Name: _____

Title: _____

Dawn Layman

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Monday, November 26, 2018 2:58 PM
To: Dawn Layman
Subject: Re: Ring + Lenexa Police Department

Perfect!

Thank you, Dawn!

Phil Dienstag



1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

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Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

On Mon, Nov 26, 2018 at 12:52 PM Dawn Layman <dlayman@lenexa.com> wrote:

Should be 7

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Monday, November 26, 2018 2:47 PM
To: Dawn Layman <dlayman@lenexa.com>
Subject: Re: Ring + Lenexa Police Department

Yes, that's perfectly fine. How many people will be in attendance?

Best,

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

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LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Mon, Nov 26, 2018 at 12:42 PM Dawn Layman <dlayman@lenexa.com> wrote:

Would 1145 CST work on Wednesday?

From: Phillip Dienstag <pdienstag@ring.com>

Sent: Monday, November 26, 2018 2:18 PM

To: Dawn Layman <dlayman@lenexa.com>

Subject: Re: Ring + Lenexa Police Department

Dawn, what time do you prefer for the webinar?

Best,

Phil Dienstag

1523 26th St

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USA Today: Police say crime drops with video doorbell

On Sun, Nov 25, 2018 at 3:25 PM Phillip Dienstag <pdienstag@ring.com> wrote:

Thank you so much, Dawn!

Best,

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

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USA Today: Police say crime drops with video doorbell

On Sun, Nov 25, 2018 at 3:13 PM Dawn Layman <dlayman@lenexa.com> wrote:

That will work.

Dawn Layman

Deputy Chief

Lenexa Police Department

913-825-8042

Sent from my iPhone

On Nov 25, 2018, at 5:00 PM, Phillip Dienstag <pdienstag@ring.com> wrote:

All flights are now cancelled until Tuesday night. I am going to head back to LAX and conduct a webinar with your team on Wednesday if that's alright with you.

On Sun, Nov 25, 2018 at 5:17 PM Dawn Layman <dlayman@lenexa.com> wrote:

. Would 3pm work tomorrow? We can play it be ear depending on your schedule- we are flexible!

Dawn Layman
Deputy Chief
Lenexa Police Department
913-825-8042

Sent from my iPhone

> On Nov 25, 2018, at 4:14 PM, Phillip Dienstag <pdienstag@ring.com> wrote:

>

> the

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--

Phil Dienstag

1523 26th St

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Dawn Layman

Subject: Ring Presentation
Location: PD Admin Conference Room

Start: Wed 11/28/2018 10:30 AM
End: Wed 11/28/2018 11:00 AM
Show Time As: Tentative

Recurrence: (none)

Meeting Status: Not yet responded

Organizer: Dawn Layman
Required Attendees: Eric Schmitz; Danny Chavez; Adrienne Galbrecht; Justin Craig; Robbie Taylor
Resources: PD Admin Conference Room

Location TBD

Presentation of the Ring Platform (devices and social sharing app) and the LE Portal (Law enforcement access to the platform) for viewing and commenting on Neighbor (Ring Owner) shared video, engaging the community on crime and safety issues and the ability to request Neighbor video specific to location, time and date.

In advance of the presentation, it is advised that attendees download the free "Neighbors by Ring" App (IOS and Android) to get an idea on how Ring Neighbors gather to reduce crime in their communities.

The presentation last approximately 60 5to 75 minutes depending on Q & A.

Dawn Layman

From: Dawn Layman
Sent: Monday, November 26, 2018 2:53 PM
To: 'Phillip Dienstag'
Subject: RE: Ring + Lenexa Police Department

Should be 7

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Monday, November 26, 2018 2:47 PM
To: Dawn Layman <dlayman@lenexa.com>
Subject: Re: Ring + Lenexa Police Department

Yes, that's perfectly fine. How many people will be in attendance?

Best,

Phil Dienstag



1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

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LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

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To: Dawn Layman <dlayman@lenexa.com>
Subject: Re: Ring + Lenexa Police Department

Dawn, what time do you prefer for the webinar?

Best,

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

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Thank you so much, Dawn!

Best,

Phil Dienstag

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Santa Monica, CA 90404

203-610-1178

phil@ring.com

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Dawn Layman

Deputy Chief

Lenexa Police Department

913-825-8042

Sent from my iPhone

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Would 3pm work tomorrow? We can play it be ear depending on your schedule- we are flexible!

Dawn Layman

Deputy Chief

Lenexa Police Department

913-825-8042

Sent from my iPhone

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--

Phil Dienstag

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immediately from your computer. Any other use, retention, dissemination, forwarding, printing, or copying of this e-mail is strictly prohibited.

Dawn Layman

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Friday, November 16, 2018 3:18 PM
To: Dawn Layman
Subject: Re: FW: Ring + Lenexa Police Department

Dawn, I hope your week is going well! I just had a meeting and our direction with contacts has changed a bit. To ensure a smooth rollout, and full participation with the Ring Platform and Neighbors Portal, it's essential that I give a presentation to the primary contacts for the following:

General POC (yourself, we are good there).

Investigator POC

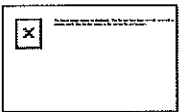
Social Media POC

Neighbors Feed POC (the individual who will be commenting on neighbor posts and sending alerts to the Lenexa neighbors)

Community POC (the individual who speaks to community groups, HOA's, etc.)

Can you please make sure these key gatekeepers are in attendance for our meeting?

Best,
Phil Dienstag



1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

On Thu, Nov 15, 2018 at 10:33 AM Phillip Dienstag <pdienstag@ring.com> wrote:
Sounds great. Sending calendar invite now.

Best,

Phil Dienstag

1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

On Wed, Nov 14, 2018 at 4:29 PM Dawn Layman <dlayman@lenexa.com> wrote:

1:00PM would work for us. Will you send a calendar invite?

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Wednesday, November 14, 2018 6:14 PM
To: Dawn Layman <dlayman@lenexa.com>
Subject: Re: FW: Ring + Lenexa Police Department

Dawn, thank you for getting back to me. I have a meeting with Overland Park PD at 10a on 11/26. Does your team have availability around 1 or 2p CST?

Best,

Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Wed, Nov 14, 2018 at 4:09 PM Dawn Layman <dlayman@lenexa.com> wrote:

Phil-

Would 1030 AM on 11/26 work for you? If so, you can send a calendar invite and I will forward internally. If that doesn't work please send an alternative time.

Thanks in advance.

Dawn

Dawn Layman

Deputy Chief of Police

Patrol Division Commander

Lenexa Police Department

dlayman@lenexa.com www.lenexa.com

12500 W. 87th Parkway

Lenexa, KS 66215

Office: 913-825-8042

"Working in partnership to protect and serve the community with honor, integrity and professionalism."

From: Phillip Dienstag <pdienstag@ring.com>

Sent: Tuesday, November 13, 2018 11:39 AM

To: Dawn Layman <dlayman@lenexa.com>

Subject: Re: FW: Ring + Lenexa Police Department

Deputy Chief Layman,

Thank you for the quick response and showing interest in the Ring platform while at IACP. My schedule during the week of the 26th is as follows:

11/26- no meetings

11/27- 10a Shawnee PD, 1:30p Olathe PD

11/28- 9a Wichita PD

I am still waiting to hear back from Overland Park PD as well, but if you're available on the 26th, I can stop by the department for an hour and disseminate the benefits of the Neighbors Portal.

Best,
Phil Dienstag

1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)

Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)

LA Times: [Ring modernized the doorbell, then went to war against crime](#)

USA Today: [Police say crime drops with video doorbell](#)

On Tue, Nov 13, 2018 at 5:36 AM Dawn Layman <dlayman@lenexa.com> wrote:

Phillip-

Can you provide a couple of dates and times that you will be in town during the week of the 26th? I inquired about signing up our agency at the Ring booth at IACP. How long do you expect the meeting to last?

Thanks in advance.

Dawn

Dawn Layman

Deputy Chief of Police

Patrol Division Commander

Lenexa Police Department

dlayman@lenexa.com www.lenexa.com

12500 W. 87th Parkway

Lenexa, KS 66215

Office: 913-825-8042

"Working in partnership to protect and serve the community with honor, integrity and professionalism."

From: Tom Hongslo

Sent: Tuesday, November 6, 2018 2:26 PM

To: Dawn Layman <dlayman@lenexa.com>

Subject: Fwd: Ring + Lenexa Police Department

Sent from my iPhone

Begin forwarded message:

From: Phillip Dienstag <pdienstag@ring.com>
Date: November 6, 2018 at 2:25:08 PM CST
To: thongslo@lenexa.com
Subject: Ring + Lenexa Police Department

Chief Hongslo,

My name is Phil Dienstag and I work for Ring. We make wifi-enabled video doorbells and motion surveillance cameras that help reduce crime in neighborhoods.

Ring, is an excellent attachment to Law Enforcement that has led to hundreds of arrests. I am the Territory Manager for Kansas as I wanted to reach out and discuss some different crime and safety programs that we have.

My goal is to meet with the Lenexa Police Department and present the benefits of our new "Ring Neighbors Portal" which allows you to see user-submitted content within your jurisdiction, comment/communicate with neighbors on pending and closed crime-related incidents on the neighborhoods platform, view an active camera map of all Ring devices in your jurisdiction and request video footage from a Ring neighbor when a crime is committed in their area. **There is no cost associated with the portal.**

I have scheduled meetings with the Olathe Police Department and the Shawnee Police Department during the week of 11/26. If your team is available during the week of 11/26, please let me know and we can put something on the calendar.

There are 60 agencies currently using the Ring Neighbors Portal.

Here are some news articles surrounding the portal:

1. [Fort Lauderdale Police Department](#)

2. [Mesquite Police Department](#)

3. [Aurora Police Department](#)

4. Lubbock Police Department

Best,

Phil Dienstag
Territory Manager
1523 26th St

Santa Monica, CA 90404

203-610-1178

phil@ring.com

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Dawn Layman

From: Tom Hongslo
Sent: Tuesday, November 6, 2018 2:26 PM
To: Dawn Layman
Subject: Fwd: Ring + Lenexa Police Department

Sent from my iPhone

Begin forwarded message:

From: Phillip Dienstag <pdienstag@ring.com>
Date: November 6, 2018 at 2:25:08 PM CST
To: thongslo@lenexa.com
Subject: Ring + Lenexa Police Department

Chief Hongslo,

My name is Phil Dienstag and I work for Ring. We make wifi-enabled video doorbells and motion surveillance cameras that help reduce crime in neighborhoods.

Ring, is an excellent attachment to Law Enforcement that has led to hundreds of arrests. I am the Territory Manager for Kansas as I wanted to reach out and discuss some different crime and safety programs that we have.

My goal is to meet with the Lenexa Police Department and present the benefits of our new "Ring Neighbors Portal" which allows you to see user-submitted content within your jurisdiction, comment/communicate with neighbors on pending and closed crime-related incidents on the neighborhoods platform, view an active camera map of all Ring devices in your jurisdiction and request video footage from a Ring neighbor when a crime is committed in their area. **There is no cost associated with the portal.**

I have scheduled meetings with the Olathe Police Department and the Shawnee Police Department during the week of 11/26. If your team is available during the week of 11/26, please let me know and we can put something on the calendar.

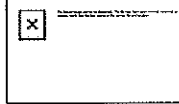
There are 60 agencies currently using the Ring Neighbors Portal.

Here are some news articles surrounding the portal:

1. [Fort Lauderdale Police Department](#)
2. [Mesquite Police Department](#)
3. [Aurora Police Department](#)
4. [Lubbock Police Department](#)

Best,
Phil Dienstag

Territory Manager



1523 26th St
Santa Monica, CA 90404
203-610-1178
phil@ring.com

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)
Shark Tank: [Shark Tank's Biggest Company](#) (password: ring)
LA Times: [Ring modernized the doorbell, then went to war against crime](#)
USA Today: [Police say crime drops with video doorbell](#)

Dawn Layman

From: Dawn Layman
Sent: Tuesday, November 13, 2018 7:36 AM
To: 'pdienstag@ring.com'
Subject: FW: Ring + Lenexa Police Department

Phillip-

Can you provide a couple of dates and times that you will be in town during the week of the 26th? I inquired about signing up our agency at the Ring booth at IACP. How long do you expect the meeting to last?

Thanks in advance.

Dawn

Dawn Layman

Deputy Chief of Police

Patrol Division Commander

Lenexa Police Department

dlayman@lenexa.com www.lenexa.com

12500 W. 87th Parkway

Lenexa, KS 66215

Office: 913-825-8042

"Working in partnership to protect and serve the community with honor, integrity and professionalism."

From: Tom Hongslo
Sent: Tuesday, November 6, 2018 2:26 PM
To: Dawn Layman <dlayman@lenexa.com>
Subject: Fwd: Ring + Lenexa Police Department

Sent from my iPhone

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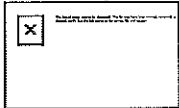
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Best,
Phil Dienstag
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1523 26th St
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Dawn Layman

From: Phillip Dienstag <pdienstag@ring.com>
Sent: Tuesday, November 13, 2018 11:39 AM
To: Dawn Layman
Subject: Re: FW: Ring + Lenexa Police Department

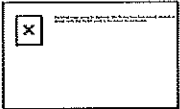
Deputy Chief Layman,

Thank you for the quick response and showing interest in the Ring platform while at IACP. My schedule during the week of the 26th is as follows:

11/26- no meetings
11/27- 10a Shawnee PD, 1:30p Olathe PD
11/28- 9a Wichita PD

I am still waiting to hear back from Overland Park PD as well, but if you're available on the 26th, I can stop by the department for an hour and disseminate the benefits of the Neighbors Portal.

Best,
Phil Dienstag



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On Tue, Nov 13, 2018 at 5:36 AM Dawn Layman <dlayman@lenexa.com> wrote:

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Dawn Layman

Deputy Chief of Police

Patrol Division Commander

Lenexa Police Department

dlayman@lenexa.com www.lenexa.com

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Best,

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